

**TO HELP SICK KIDS, SCHEDULE YOUR OIL CHANGE AT ANY
OF THESE PARTICIPATING GTA VOLVO RETAILERS:**



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CHANGE YOUR OIL... CHANGE A LIFE

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Help us support the Cochlear Implant Program
at The Hospital for Sick Children



A SIMPLE OIL CHANGE NEVER SOUNDED SO GOOD

Now you can help make an amazing difference in a child's life. Come in for any scheduled maintenance service or oil filter change on your Volvo from February 14 to March 11, 2005, and we'll donate \$20.00 on your behalf to the Cochlear Implant Program at The Hospital for Sick Children.

Different from a hearing aid, which amplifies sound, a cochlear implant is a surgically-inserted device that bypasses the work of the non-functioning inner ear. Sick Kids is a pioneer in cochlear implants, and has helped hundreds of children since 1990. For more details, visit: www.sickkids.ca/cochlearimplant

This program is made possible by a group effort from Volvo Cars of Canada Ltd., participating Volvo Retailers of Greater Toronto and Castrol.

Schedule an oil change with your Volvo Retailer before March 11, 2005. See the back panel for participating Retailers.

SickKids[®]
FOUNDATION



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Kai Roenspiess



Kai Roenspiess was about 7 months old when his parents, Kris and Keith, noticed that he was not responding to voices. The family lives in Port McNeil, a small community in the north end of Vancouver Island in British Columbia, and the nearest audiologist is 250 kilometres away. In September 2001, when Kai was 11 months old, doctors confirmed he was deaf. One option was a cochlear implant.

Kai's family was referred to Hospital for Sick Children, which performs over 50 cochlear implantations each year and is one of the world's largest paediatric cochlear implant centres.

After the implant, structured hearing and speech therapy sessions help the child form meaning from sounds, and builds the child's ability to understand and create speech. Kai now enjoys sounds he never heard before – including the wind as he flies through the air.